IBM

IBM Informix DataBlade Technology

Internet applications are about content as well as data. Today, content is derived from a wide variety of sources – from audio and video to text and images – and its potential is as exhaustive. However, the cost and complexity of managing and integrating data and content for your Web-based applications can be a daunting challenge for your enterprise.

Highlights

- **Extends server functionality**

- **Fuels high-speed content management**

- **Empowers customization**

- **Manages multimedia content with finesse**

- **Captures geospatial business intelligence.**

Leveraging data across the Internet
The opportunities afforded by the Internet are equaled only by the data-driven challenges it presents: How to extend the reach of your enterprise to the Internet and still manage costs? How to transform bits and bytes of business data into usable content? How to leverage data as business intelligence, making your company more competitive?

IBM Informix: Rich content management
IBM Informix® software can help solve these mission-critical concerns. Start with an inherently extensible application foundation – IBM Informix Internet Foundation™ – and add the rich content management capabilities of IBM Informix DataBlade® modules. IBM Informix DataBlade technology integrates any data from any source to provide a proven, stable, and flexible Internet application environment. IBM Informix DataBlade modules put the power of the Internet directly into the IBM Informix Dynamic Server.™ It's that simple.

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Superior server extensions

IBM Informix DataBlade modules actually extend the power of IBM Informix Dynamic Server to suit the unique requirements of your business. DataBlade modules are not just options but actual server extensions integrated into the very core of the engine, delivering unbelievable application functionality and superior performance.

Imagine combing a database for all residences which are located within 200 meters of a fire hydrant. Using standard SQL, this seemingly simple query becomes a hugely complicated and time-consumptive task. With IBM Informix DataBlade technology, you can enrich the intelligence of the application by adding geospatial and regional information – as a natural extension to the data managed by the server. The result? Fewer lines of code, faster execution and a more exact answer rather than an approximation.

DataBlade modules have been enterprise-tested in complex mission-critical applications for years. Consider these cross-industry examples:

- *Major telecommunications providers have leveraged DataBlade technology to add spatial intelligence and visual mapping to production systems – for use in network management and planning.*
- *Large financial institutions use the IBM Informix Time Series DataBlade module to track daily trading information and help with analyzing and predicting market trends.*
- *The wireless telecommunications industry has combined the IBM Informix Spatial DataBlade and Time Series DataBlade modules for fraud-detection purposes.*
- *Content providers and publishers are using IBM Informix Web DataBlade technology for dynamic Web-page creation, automatic content importation, and highly flexible content organization and output options – with unsurpassed scalability and reliability standards – many enabling more than 6 million page views per month.*

DataBlade modules may be used separately or integrated as a suite to create a unique information management solution to suit your organizational needs. Across industries…in the face of change… encompassing all kinds of content – IBM Informix DataBlade technology is the smarter business choice for efficient, effective and distinctive content management.

High-speed content management, end-to-end

IBM Informix DataBlade modules give you the tools you need to intelligently manage rich, diverse data. DataBlade modules integrate traditional alphanumeric data types with rich content – without sacrificing the reliability and scalability of the traditional relational DBMS.

IBM Informix DataBlade technology lets businesses treat Web sites as applications, and enables the IBM Informix Internet Foundation to manage and dynamically deliver all site

content. The server can be rapidly modified to accommodate new data types as business requirements evolve. With IBM Informix DataBlade technology, you manage complex situations quickly and cost effectively right out of the gate, giving you a consistently faster time to market – and a big jump on your competition.

DataBlade technology: Working with you and for you

DataBlade technology empowers your customization efforts; you can embed your technology and expertise as an integral part of the IBM Informix Internet Foundation. While pre-built DataBlade modules for text and Web document management are bundled with IBM Informix Internet Foundation, we also include a full development kit for building your own specialized DataBlade modules. IBM provides a single API development kit for Java,™ C, C++, J++, or stored procedure language (SPL). You also are given the opportunity to choose from a portfolio of third-party DataBlade modules.

Managing content across mediums

To publish compelling Internet content you need a database that can easily manage large volumes of digital information, including images, audio and video. Digital media DataBlade modules manage, publish, convert and efficiently store all of your company's digital data with finesse.

Likewise, developing usable content requires navigation through, and conversion of, large amounts of unstructured text. With IBM Informix Text DataBlade modules, you can search large amounts of text quickly, thereby extracting the true value inside hidden information resources. DataBlade modules can publish manuals, reports, formatted documents, e-mail, Web pages, faxes, PDF files and presentations to the Internet – quickly, with promised quality at a low cost. Plus, with DataBlade technology, documents can be stored directly in the database, creating a universal repository, which eliminates the need for separate file systems and allows full concurrency, recovery and transaction control.

Leveraging geospatial knowledge

Organizations across industries are realizing the advantages of leveraging the wealth of their geographic information. Why are certain products selling better in particular markets…how can customer preferences be identified by region…where are the untapped market niches? In the global marketplace, it is increasingly important to capture meaningful answers to questions like these.

IBM, along with industry-leading DataBlade modules from third parties such as MapInfo and Environmental Systems Research Institution, Inc. (ESRI), allows organizations to intelligently manage complex geospatial information alongside traditional data – without sacrificing the efficiency of the relational database model. Just another way IBM Informix DataBlade technology helps you access and exploit your organization's information assets – anytime.

Solutions for today's businesses

IBM Informix information management solutions are open, scalable, manageable and extensible – providing the kind of flexibility that is essential for growing organizations. Whether utilized for data warehousing, analysis and decision support, Web content delivery, or broadcasting mixed media, IBM Informix products are engineered to enable today's businesses to efficiently manage all kinds of information – anywhere, at any time.

Find out more

For more information, contact your local IBM representative or visit the following Web site:

ibm.com/software/data/ informix/blades

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